



Public Participation Upgrades

AIR QUALITY DIVISION



We were
doing a
good job,
but...

WE KNEW WE COULD DO
BETTER!

First we brainstormed...

Public Participation

- Plain language notice
- Use trusted local networks
- Communication strategy
- Set distribution lists
- Survey at hearing
- Effectively communicate boundaries of DEQ and authority
- Offer options for other concerns - not permit/topic related

What does DEQ do well?

- Technical aspects
- Response to comment
- Posting things on website - docs.
- Putting a face w/ organization
- Go to community for hearing
- Responsive

What can DEQ do better?

- Making it easier to find info
- Identifying target audience
- Community outreach
- Roles and Responsibilities
- More "plain language" document
- Facilitate or share "best practices"
- Share info about what we do
- Target younger audience
- Partnerships with other groups for providing information
- Modern technology delivery
- Update documents on the web
- Get information out earlier
- Message layering

What can DEQ do better?

- Streamline resources
- Place for a common message
- Communication strategy
- Set distribution lists
- Survey at hearing
- Effectively communicate boundaries of DEQ and authority
- Offer options for other concerns - not permit/topic related
- Earlier coordination
- Communication - timely regarding complaints
- Providing companies info to help be a partner in a community
- Encourage community involvement by company
- Participate in community events
- Swag
- Tie in something relatable
- Tools and resources and make available
- Local gov. early notification
- Increased presence in all areas of the state
- Watershed groups - use to share info
- Other organizations to share info

Then we made some changes...

- Use local networks
- Communications Plan for every hearing
- Implemented survey
- Working on communicating AQD's authority
- Bring in other Divisions if other concerns
- Increased community outreach
- Started short presentation on AQD
- Using govdelivery more effectively
- Plain language documents
- Saying thank you – formally!

Internally...

Communications Plan for each that includes:

- Staff Assignments
- Documents (posted prior or supplied at)
- Getting the word out
- Presentation
- Meeting set-up
- Survey
- Post meeting communication

Public Comment Page

Updated:

- [NSR Public Notice Documents](#)
 - Added “Public Hearings – What you should know”
 - Added “quick links”

Public Meeting: Arbor Hills

- Created a website
 - www.michigan.gov/deqarborhills
- Created a list serve
 - [May_Aug 2018 Summary of Actions](#)
- Multi-media Public Meetings
 - Simplified documents
 - Staff known to the community
 - Knowing who can speak to which topic

Community Involvement: Dearborn

- Personal invitations sent home with school students
- Email invitation to interested parties
- Govdelivery notices
- Facebook invitation from local Representative
- [Dearborn Community Information](#)

We know there is more to do...

- Revised Technical Fact Sheet
- Translation
- Live streaming



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